



Data and Privacy File Guides

Apple Media Services: Campaign and Affiliate Clicks

July 2024

File name

Campaign and Affiliate Clicks.csv

File description

The file contains information related to identifiable clicks on Apple and Affiliate partner campaigns.

Why Apple keeps this information

Apple retains this information in order to understand how users are engaging on internal and external marketing campaigns for Apple Services.

Field Name	Details
Advertisement Placement	The placement of the paid advertising asset which leads to the landing page
Agency ID	Identifier of the agency managing the campaign
AppAdam ID	The identifier of the App Store app, where applicable
Apple ID Number	Apple account identifying number
Application Campaign ID	Identifier of the Apple App that the campaign is meant for
Applied From Web Browser	Whether the event originated from a web browser
Campaign Channel	Identifier for offers associated with different channels (e.g., affiliate, paid social, organic social)
Campaign Country Code	The country from which the event occurred, as derived from the campaign URL
Campaign Device ID	Identifier for the device used for the user's action associated with the marketing campaign
Campaign Group	Marketing group associated with a click
Campaign ID	Identifier of the marketing campaign associated with a click
Campaign Token	Marketing campaign associated with a click
Country Code	The country from which the action occurred, as determined by the user's storefront
Event Date	Date on which the event occurred
Event Date Time	Date and time on which the event occurred

Field Name	Details
Event ID	Unique identifier generated for each event
Event Post Date Time	Date and time on which the event posted to Apple's servers
Event Receipt Time	The time (UTC) in milliseconds at which the batch of events is received by the Apple's server
Event Time	Time at which the event occurred
Event Type	The type of event
Historical Vendor ID	Identifier of the publishing vendor, used by older vendors
Metadata ID	Identifier of the paid digital metadata advertisement
Platform ID	Identifier for the platform on which the campaign/ affiliate click happened
Search Term	The term used to generate search results
Topic	The area of study to which a context relates
URI	The internet address of the link which the user clicked
URI Description	Description of the internet address of the link which the user clicked
User Agent	Information about the user's device from which the event occurred, including information about the operating system and browser
Vendor ID	Identifier of the publishing vendor, used by newer vendors